

SEOUL GARDEN Group

We look forward to working with like-minded and enthusiastic partners like yourself, to be part of our GLOBAL JOURNEY!

Any good partner starts with a basic understanding of what each partner expects with the other. We welcome you, as our valued partner, to be part of a family of entrepreneurs supported by a dedicated organization committed to your success.

FRANCHISE FAQs

Why Seoul Garden Group as my partner?

Seoul Garden Group envisions to be the global trend setter - the leading Korean International/Asian dining provider globally. This is made possible by building a culture based on Seoul Garden Group's RACER (Relationship, Agility, Champion, Empowerment, Resilience) values that inspire our people to bring the best Korean International/Asian experience and enjoyment to everyone.

Seoul Garden Group is in a better position to extract the projected market growth because of its diversified presence. We do not rely on Singapore consumer sector alone for generating its sales; instead, we are expanding overseas with market that has a high pent-up demand, in particular, Malaysia. Overseas expansion or diversification reduces the risk of volatility in earnings overall. With a growing market demand now in Malaysia, we are expanding aggressively. Expenses fell due to surge in demand, and also in the absorption of overheads and volumetric gains which translates to better earnings.

Research and Development

Seoul Garden Group (HQ) has in place a dedicated team of Research & Development (R&D) and Product Development (PD) chefs, working close with Food Technologist to develop new food and beverage products - creating new product prototype and recipe formulation, refining taste profiles based on experimentation. As a market leader and trend setter, staying on top of what's trending and forward-thinking through innovation with new culinary ingredients is of utmost importance.

Besides satisfying the palates, technology is put in place to turn dining experience into an evolving innovation platform. Of which, Seoul Garden Group incorporates new buffet equipment at Seoul Garden restaurants (its Grill-and-Steamboat buffet concept) such as a new chiller and buffet display systems, which significantly improve its productivity and ensuring consistency in the freshness of its food items. In addition, its Smokeless Grill System Gen 9 entails a comfortable dining experience at Seoul Garden.

What experience am I required to have?

Although the restaurant experience is helpful, it is not required. However, a strong business management background is essential. With the training and support from Seoul Garden Group, many have developed into successful Franchisees. In fact, our training program is designed to share the success of Seoul Garden Group business models, whether or not they have a previous restaurant background.

What kind of support will I get as a franchisee?

Prior to opening, Seoul Garden Group's Marketing representative will work alongside with Franchisee's Marketing team to develop an effective Grand Opening Program. An Operations team will also be available to help coordinate on Franchisee's pre-opening staff as well as post-opening support, such as crew training, initial food ordering, labour scheduling, opening, and closing procedures and other fundamental areas of operations.

Food Development & Safety: We have Development Chefs in the organisation to look into innovative food development. This systemic development means that we are not dependent on chefs at restaurant for menu execution. They are done by chefs who are trained well with the recipes. That said, we never take food safety for granted.

Quality Management: Our system includes employing food technologist to ensure food safety meet the rigorous SFA (Singapore Food Agency) standards (incorporating HACCP). Collaboration is key too as we work institutions like Polytechnics for food research and optimisation of food production and process. Workplace training using Coaching-Mentoring method remains an essential aspect in our operations for both front-of-house and back-of-house operations. Trained in WSQ instructional and assessment rigour, our trainers are qualified to coach and guide the learning process. We also work very closely with WSG (Workforce Singapore) and e2i (Employment and Employability Institute) for training grant and grants for absentee payroll.

Conformance: SOPs and guidelines are mandatory requirements and are created to ensure consistency in every throughput, regardless of locations and territories. There are also audits, both independent and in-house (5-S, Food Safety, and Service Audit, etc.) types to ensure that risks are checked, and mitigated periodically.

SEOUL GARDEN Group

Will there be training provided?

We have designed a comprehensive training program for new Seoul Garden Group Franchisees. It includes field training in our restaurants and classroom sessions at our corporate Training centre. You will learn the essentials of restaurant operations, crew management, financial management, and marketing. The program also focuses on the proven methods and techniques that have helped so many Franchisees become successful.

To ensure consistency and full assessment of the team, the Franchisee and four management team (who passed franchisor selection criteria) are to attend and complete the training program for a minimum of 3 months or more.

Source of supplies

Seoul Garden Group will provide a list of proprietary items required to purchase directly from Seoul Garden Group and nominal Suppliers. There are detailed specifications which must be met to conform with Seoul Garden Group's high quality standards and consistency. The Franchisee shall purchase at their own costs and expenses such as brands of equipment for the operations of the business approved by Seoul Garden Group during the whole term of the franchise.

Do I need to source for the location of my outlet?

Seoul Garden Group will assist the franchisee in evaluating a site based on information provided by the franchisee such as traffic volume, proximity to residential and commercial areas, population demographics, lot size, and natural or man-made barriers. All sites are subject to the approval of the Company. A set of fundamental guidelines on the basic requirements such as design equipment, restaurant layout, presentation and display of the Seoul Garden Group restaurants will be provided.

How much money will I make?

Profitability varies depending upon several factors, including sales, locations, occupancy and operating costs and the ability of the Franchisee to manage and control the business.

Seoul Garden Group's Management and Franchise team will work alongside with the Franchisee to provision for sales projections.

What is the processing/lead time to the opening of my outlet?

It will take approximately 3 months from the time the lease is signed for the confirmed location.

Franchisee Sign-up Process

Step 1. Submission of Franchise Application Form

The prospective partner (franchisee) will need to complete and submit a franchise application form, expressing their interest in partnering Seoul Garden Group.

Step 2. Setting up meeting

Once the application has been reviewed and approved, the Franchise Department will contact the prospective franchisee to set up a meeting to discuss the possibilities and opportunities. Usually for international prospect, the first line of communications will usually via email correspondence, followed by phone call. If necessary, a translator will be engaged.

Step 3. Invitation to Seoul Garden Group Headquarters

After reviewing your application, upon meeting our preliminary financial and business qualifications, the prospective partner will be invited to our Seoul Garden Group headquarters (Singapore). During the visit, key executives from our Franchise, Operations, Training, and Marketing Departments will provide an in-depth introduction to Seoul Garden Group Franchise as well as an overview of the various key departments and the support they provide to our franchisees.

During this period, the prospective franchisees should be prepared to discuss any issues or concerns they may have and have them clarified and returning the Letter of Offer to us.

Step 4: Signing of the Franchise Agreement

Upon approval and establishing a Franchise partnership, prospects will be notified, and a Letter of Offer will be prepared and is to be duly endorsed, Seoul Garden Group will then provide a set of franchise documents for Franchisee to review. Franchisee is to return the endorsed documents to Seoul Garden Group for processing.

Step 5: Site Selection Assistance

Seoul Garden Group will assist the franchisee in evaluating a site based on information provided by the franchisee such as traffic volume, proximity to residential and commercial areas, population demographics, lot size, and natural or man-made barriers. All sites are subject to the approval of the Company.

Step 6: Training

Seoul Garden Group conducts a Management and Skills Development Program for the benefit of all new and existing franchisees. A new franchisee will attend our 3 months theoretical-and- practical course in a designated restaurant. All training must be successfully completed and assessed before the franchised restaurant sets for operations. Trained personnel will be fully equipped to supervise the construction phase personally.

Step 7: Pre-Opening Preparation and Post-Opening Support

Prior to opening, Seoul Garden Group's Marketing representative will work alongside with Franchisee's Marketing Opening team to develop an effective Grand Opening Program. An Operations team will also be available to help coordinate on Franchisee's pre-opening staff as well as post-opening support.